Greetings and welcome back!

Spandan is back with interesting content by ISBians; only this time by the Women at ISB.

The ‘Research@ISB’ piece shares anecdotes from our flagship research periodical, ISBInsight. Know how the Indian economy will perform in the fourth Industrial Revolution and whether more international alliances, like TATA and Starbucks, in emerging markets be a source of competitive advantage.

Spandan brings you a sneak peek into Sutapa Roy’s thoughts in the Know Your Leader section. She is an Associate Director in the FDRO department.

Three women reminisce their past and share their stories. Motherhood is a great honour and privilege: Poonamjot shares her vision for the men and women of the world through her journey of grief. Ritu uses wordplay to reflect the journey of a woman from being a playful little one to a woman burdened with adulthood. Mudita talks about her old friend – a friend we all had love-hate relationship with.

Mother’s Day celebrated with a Contest. Some lovely pictures attached.

With an almost 50% gender balance among the staff community, we bring a compilation from the Women of ISB.

This Spandan celebrates the strength of Women at ISB through their words.

Enjoy reading!
As a rapidly growing economy, India will soon encounter the middle-income trap. The Indian economy will need to build a sustainable policy framework, founded on strong property rights and rule of law, to hurdle the middle-income trap and compete in the Fourth Industrial Revolution. Drawing on findings from the 2019 International IP Index, Hemal Shah of the United States Chamber of Commerce Global Innovation Policy Centre presents a perspective. http://isbinsight.isb.edu/can-ip-led-innovation-help-india-hurdle-the-middle-income-trap/

Why has protecting trade secrets become imperative for nations and businesses? How are trade secrets the key to fostering greater innovation? Professor Mark Schultz suggests how India can address the gaps in its trade secret protection laws. http://isbinsight.isb.edu/enhancing-trade-secret-protection-in-india/

Although certain states and industries in India are pioneering innovations, significant regional and sectoral disparities persist. Dr Amit Kapoor and Chirag Yadav explore the innovation landscape in India and make policy recommendations to bolster innovative capacities and drive greater economic prosperity. http://isbinsight.isb.edu/regional-disparities-in-the-indian-innovation-ecosystem/

Can international marketing alliances in emerging markets be a source of competitive advantage? Professors Kiran Pedada, S Arunachalam and Mayukh Dass discuss how managers can leverage resources and market conditions to make international marketing alliance decisions in emerging markets. http://isbinsight.isb.edu/partners-in-rhythm/

How could Discovery India do things differently after entering the Indian market in 1995, and yet stay true to their vision and brand promise? Professor Edward Rogers reflects on his experience of writing the Discovery India case. http://isbinsight.isb.edu/think-debate-create-and-succeed-the-case-of-discovery-india/
List three traits that define you:
Wholeheartedness, optimism and passion

A book that has influenced your way of thinking:
How to move from Good to Great.
Turning adversity into advantage is a great learning for life.

Your greatest Fear:
Losing my loved ones

A quote you believe in:
Behind every strong woman lies a broken little girl.

A couple of things about ISB that stand out for you:
Intellectually stimulating, creatively engaging and drives you to excel

What is your priority in life?
Relationships, work, health – in the given order.

Your message to Gen Y:
In this era of digital communication, spend time with your loved ones and value relationships.

How do you define success?
An empowered mind

One thing you would like to change about yourself:
My introverted personality

The necessary leadership skills that according to you will be critical in future
Engagement, Empowerment and Innovation
‘You will understand once you become a mother yourself’ is a clichéd statement most of us have heard, definitely more than once, at some point in our lives in retaliation to our objections towards a variety of things that our dear mothers say or do. Similar was the experience I had, but the actual realisation of my mother’s words dawned upon me the day I held my son for the first time.

As our son grew, so did I as a mother. The emotions that I have for that one being created by me were beyond words. So when parenthood came knocking around for the second time, our delight had no bounds. But life had better plans; we lost the baby in the very first trimester. Within a day or two, I was fine physiologically, but what I felt emotionally, was beyond words. A constant thought of loss kept shadowing the back of my mind. I was mourning something I had not seen but felt very strongly connected to. With continuous sinking feeling engulfed around, the days that followed were a blur. One such morning the breakfast table had something more than just the food - it had a reminiscent of another mother’s loss: A female fetus bitten by dogs found near the bushes, cried the newspaper.

Suddenly there was another perspective to my loss, and I was dejected as I thought my body failed my child and there was a daughter for whom our society failed. My heart ached for the mothers who lose their unborn children to the axe of our gendered society. How scared must they feel by the loss of a child because of the gender the baby received from their father. Research estimates illegal abortion of around ten million female fetuses in India since 1990. It also states that approximately one lakh abortions continue to happen in the states of India solely because the fetus is a female. The demographic and societal implications associated with such practices have a lot of research focused on it, but another foremost aspect that is being overlooked is the dilemma and emotional gashing of a mother who went through it. You connect with your child the very day you find out that you are carrying one. Losing that life to societal or familial pressure is a massive burden that the shoulders of even the educated mothers of today have to bear sometimes.

This depicts the shadow of our patriarchal thought process that still somewhere impinges our perceptions. And in all this maze is caught a mother whose heart bleeds along with her womb when such atrocities happen.

A year later when we welcomed, our rainbow baby, our daughter, the pain miraculously just evaporated. These rainbow babies who come after the heavy rains of loss can make things right. My mother was correct in all respects, and I did understand once I became a mother. I am hoping for rainbows of change in every mother’s life out there.

- Poonamjot Kaur Sidhu
Academic Associate - ASA
No matter your age, You always need your Mother

- Ashwani Kumar
Associate - ASA

From my heart to yours and from your eyes to mine... blind faith in my best friend for life!

- Teevra Kaul
Senior Manager - HR
I was never in love with her. But she always was at my house, since I remember. I always thought she looked ugly and fat, though years later I got a groomed version of her. I must admit that groomed look attracted me so much so that I started keeping her with me all the time. It was much better than the heavy one that was there in my house God knows since when. I am sure she was there before I was born. I know I should have treated her respectfully; after all, she was elder to me.

Maybe she has good looks when she came to my house as young. The time when I got acquainted with her, she must be in her middle age. Looks do change with age, but relevance doesn’t. Or maybe it does!

Her pages have started to turn yellow. There were a lot of spots in her body in the form of underlines, circles on many words and their meanings. Of course my elder siblings have used her on multiple times and occasions before. Because she was the only one, there was no one like her- Oxford dictionary of our house!

She was a favorite not only for all the school going children in the family but also for my aunts for their monthly English magazines and at times for uncles for the English newspaper and at times for office documents.

More the reason I disliked her as she was everyone’s favorite on the top of it going to her always meant studies and marks. At times I have to wait to improve my knowledge of the world as others were busy enhancing theirs. Such was my quest for improvement that one day I even tore half a page to assure that my intelligence should not wait because I am youngest.

After getting my share of scolding, I thought of it as a golden opportunity to replace this ugly, yellow dictionary with a new one. But those were the days when we were middle-class Indians, indeed!

Here she was again in the new ‘Avatar’- hardbound with the adhesive fixed torn page. ‘It’s not easy to buy an Oxford dictionary beta, it’s the best one plus the newer one is costly too’ I was told. For a moment I thought she was laughing at me.

No matter whether I loved her not, she was always there for me to show me the world through her words. After a few years, I got a miniature version of it for winning a quiz competition in my school, which found a permanent place in my bag — even my daddy gifted one to his cousin’s daughter on her 12th birthday. To console me, my mom said-’Arey it’s not the Oxford one, it’s a local one’.

Years passed and then came the internet storm. I guess we never knew then that one day Google would take over her. A computer on my study table replaced her. She went to the drawer and from there to the trunk of old magazines and then I completely forgot her. No one needed her after that. No one gifted her on birthdays or school competitions. It extinct – the word I remember reading in her for the first time- something that has gone out or grown cold. Yes before Google there was a dictionary!

- Mudita Srivastava
Manager - External Relations
THE LITTLE GIRL

Every time I see her, I feel something is missing

The feet are no longer covered with the dust in the playground

The knees are smooth with no bruises inherited after taking a fall

The hair is correctly set as if a fight never happened

Oh! Look at those eyes, as if careless sleep is a thing of the past

Sitting petite and tight in a perfect posture. Since when has she started following the rules?

Why is she quite in the rain, when all that she wants to do is scream!

Looking at a human-made machine, when she wants to see the sunset without a doubt

She did not realise when the ennui of living took over the joy in her heart

It’s difficult to play to perfection – the various parts

Every time I see her in the mirror - I know something is missing!

- Ritu Chopra
Manager – HR

UNTIL NEXT TIME